



Summer Meals Social Media Toolkit 2014

Social media can help you promote an event or feeding sites in your own words. It can also help share resources and information for days after your event or for traditional media coverage. Below are some sample posts.

Sample Tweets:

Individuals, schools & communities can help connect eligible low-income children to summer meals <http://ow.ly/sQ4qT> #SummerFoodRocks

The @USDA Summer Food Service Program provides meals to low-income children when school is out! <http://ow.ly/sQ4qT> #SummerFoodRocks

Children need healthy food all year long to flourish and achieve their highest ambitions! <http://ow.ly/sQ4qT> #SummerFoodRocks

When school is out, many low-income families who rely on school meals don't get the food they need <http://ow.ly/sQ4qT> #SummerFoodRocks

Summer feeding sites are located in many communities across the US, especially in low-income areas <http://ow.ly/sQ4qT> #SummerFoodRocks

Sample Facebook posts:

Children need good nutrition all year long. When school is out during the summer months, many children no longer have access to even one nutritious meal each day. The Summer Food Service Program (SFSP) helps to fill the gap. Research shows a lack of nutrition during the summer months may set up a cycle for poor performance once school begins. We must do all we can to ensure that children get nutritious food during the summer months so that they are ready to learn during the school year.

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USDA relies on local schools and organizations to sponsor and operate local SFSP programs and operate sites. Individuals, schools and community organizations can help connect eligible to summer meals. Summer feeding sites are located in many communities across the country, especially in low-income areas. To find a site in your



community, call 1-866-3-Hungry or 1-877-8-Hambre or visit the National Hunger Clearinghouse [resource directory](#).

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During the school year, more than 31 million children receive free and reduced-price breakfast and lunch through the School Breakfast and National School Lunch Programs. But what happens when school lets out? The Summer Food Service Program is designed to make sure children can get the nutritious meals they need during the summer months so they're ready to learn when they return to school in the fall.

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If you or your organization are interested in helping us get the word out about SFSP, then go to the Food and Nutrition Service Summer Food website, www.summerfood.usda.gov. The SFSP outreach toolkit includes sample outreach plans, templates, customizable flyers, door hangers, letters to parents, activity sheets for children, and attendance certificates. The toolkit is available in both English and Spanish.

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Since 1975, the Summer Food Service Program has provided meals to children when school is out. During the school year, more than 21 million children receive free and reduced-price breakfast and lunch through National School Breakfast and School Lunch Programs. When schools let out, many children from low-income families who rely on these school meals don't always get the food they need. Children need healthy food all year long to flourish and achieve their highest ambitions – a fact supported not just by child nutrition advocates but by scientific evidence.



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